





# Salty Snack Manufacture

**DIVE IN!**  
Snack Happy. Every Chip. Every Bag.

**GREAT LAKES POTATO CHIP CO.**

**POTATO CHIPS**

Sea Salt, Pepper and Onion • Barbeque • Original • Buffalo Wing • Sea Salt and Vinegar  
Available in individual 1.375 oz., 5 oz. 8 oz., and 16 oz. bags

**TORTILLA**

Traditional Sea Salt • Seasoned  
Available in 12 oz. Bags

**NEW!**

Wave Cut Original, Michigan Cherry BBQ & Parmesan Ranch

**MADE FRESH**  
in TRAVERSE CITY, MI.

Skin On  
Small Batch Kettle Cooked  
Non GMO Potatoes and Oils  
Cholesterol Free  
Gluten Free  
No Trans Fats

Delicious Limited Edition Flavors | Display Shippers and Pallets Available | Private Labeling  
www.greatlakespotatochips.com • info@greatlakespotatochips.com • 231-421-8040

7 Unique Flavors of Potato Chips

2 Flavors of Tortilla Chips

2 Salsa Dips







## CURRENT FACILITY

14,000 SQ FT

30 full time employees

6 day double shifts

Over 80,000 lbs per week

17 distributors

7 States

Canada – Calif– Arizona—  
Tennessee







Store 100 million lbs



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Cleaned, Sized and Tested



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# Private Label



**GREAT LAKES**  
POTATO CHIP CO.

**PRIVATE LABEL  
CO-PACKING SERVICES**

**SKIN ON**  
SMALL BATCH KETTLE COOKED  
REGULAR OR WAVE CUT  
CUSTOM FLAVORS  
**SMALL RUNS**  
LABELED BAG OR PRINTED FILM  
PACKAGING DESIGN SERVICE AVAILABLE  
SINGLE SERVE TO 1 LB FAMILY SIZE BAGS

**BUILD  
YOUR  
BRAND!**

**PROFITABLE!**

Contact a Great Lakes Potato Chip Co. representative to learn more about profitable, brand building, private label opportunities.



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Niche Market



# Revenue Growth



2010	-----	\$ 60,000
2011	-----	\$ 1 25,000
2012	-----	\$ 250,000
2013	-----	\$ 600,000
2014	-----	\$1,200,000
2015	-----	\$2,000,000
2016	-----	\$2,800,000
2017 (est)	-----	\$4,000,000







## OUR BUSINESS IS POTATOES

Yearly usage (in annual  
Pounds)

2010= 130,000

2011= 270,000

2012= 400,000

2013= 1,000,000

2014= 1,500,000

2015= 2,000,000

2016= 2,700,000

# COMMUNITY SUPPORT



Buddy Walk  
Down Syndrome Families



United Methodist  
Single MOMM

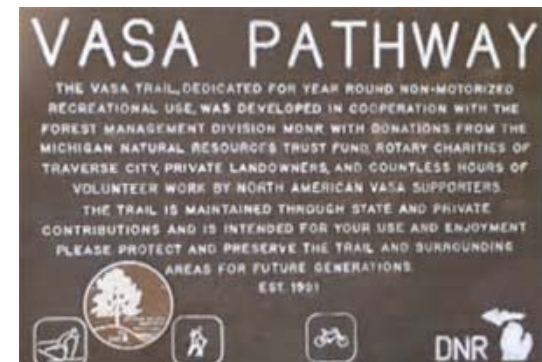
Mi Potato Industry  
Brickways  
Love Inc



Food Rescue  
Hickory Hills  
JKL Bah Weting School.



*rescue. rehabilitate. restore.*







# Meet our Award Winning Chips!

**GOLD MEDAL WINNER:**

Best Kettle Chip

**GOLD MEDAL WINNER:**

Best Tortilla Chip

Also

**VOTED #1**

In the Chicago Tribune



[www.greatlakespotatochips.com](http://www.greatlakespotatochips.com)









- **Buy Local**
- **Limited Regional Competition**
- **High Cost of Entry**
- **Skin On**
- **Sell the Sizzle**





Rank	Brand	Owner	Sales (m)	Sales chg (%)	Cat. share (%)	Unit sales chg (%)
	CATEGORY TOTAL		\$7,218.3	0.9	100.0	0.9
	Private Label		\$474.7	-5.0	6.6	-1.1
1	Lays	Frito Lay	\$2,161.7	1.7	29.9	0.6
2	Ruffles	Frito Lay	\$739.5	4.2	10.2	5.6
3	Pringles	Kellogg	\$701.1	4.5	9.7	4.3
4	Wavy Lays	Frito Lay	\$566.1	-0.3	7.8	0.5
5	Lays Kettle Cooked	Frito Lay	\$376.4	5.0	5.2	7.4
6	Cape Cod	Cape Cod	\$235.9	13.9	3.3	10.7
7	Utz	Utz Quality Foods	\$223.1	3.8	3.1	-1.5
8	Kettle	Kettle Foods	\$188.7	9.0	2.6	5.2
9	Herrs	Herr Foods	\$110.6	-3.0	1.5	-9.7
10	Baked Lays	Frito Lay	\$91.0	-7.6	1.3	-16.6



Total US Market 7.2 Billion  
Top 10 Companies 5.8 Billion  
Regional Players 1.4 Billion

**GLPCC @ 1% -----**  
**\$14,000,000**

Number of US Regional Chip Brands ----- 150



# **NICHE MARKET 0 SUM GAME**

**Sales would be the job**





# June 2010



# FAMILY & FRIENDS



# CHALLENGES



Distribution  
Regulations  
People





**The future you see  
is the future you get.**

Robert G. Allen

[www.HealthTalkToday.net](http://www.HealthTalkToday.net)



## THE FUTURE

Distribution:

Great Lakes  
Southeast US  
Export

Facilities:

Modernization  
Expansion  
New Location?



# Snack Happy

## DIVE IN!

SNACK HAPPY.  
EVERY CHIP. EVERY BAG.



[greatlakespotatochips.com](http://greatlakespotatochips.com)







“Our Business Is Growing”

Alan Sackett  
Brian Sackett  
Jeff Sackett  
Tyler Sackett





# SACKETT POTATOES

1987

*Celebrating 30 Years*

2017

- 7,000 Acres
- 30 Full Time Employees
- 10 Part Time Employees
- 60 Seasonal Employees
- 2,700 Semi Loads Shipped

MICHIGAN



- 3,500 Acres
- 20 Employees
- 600 Semi Loads Shipped

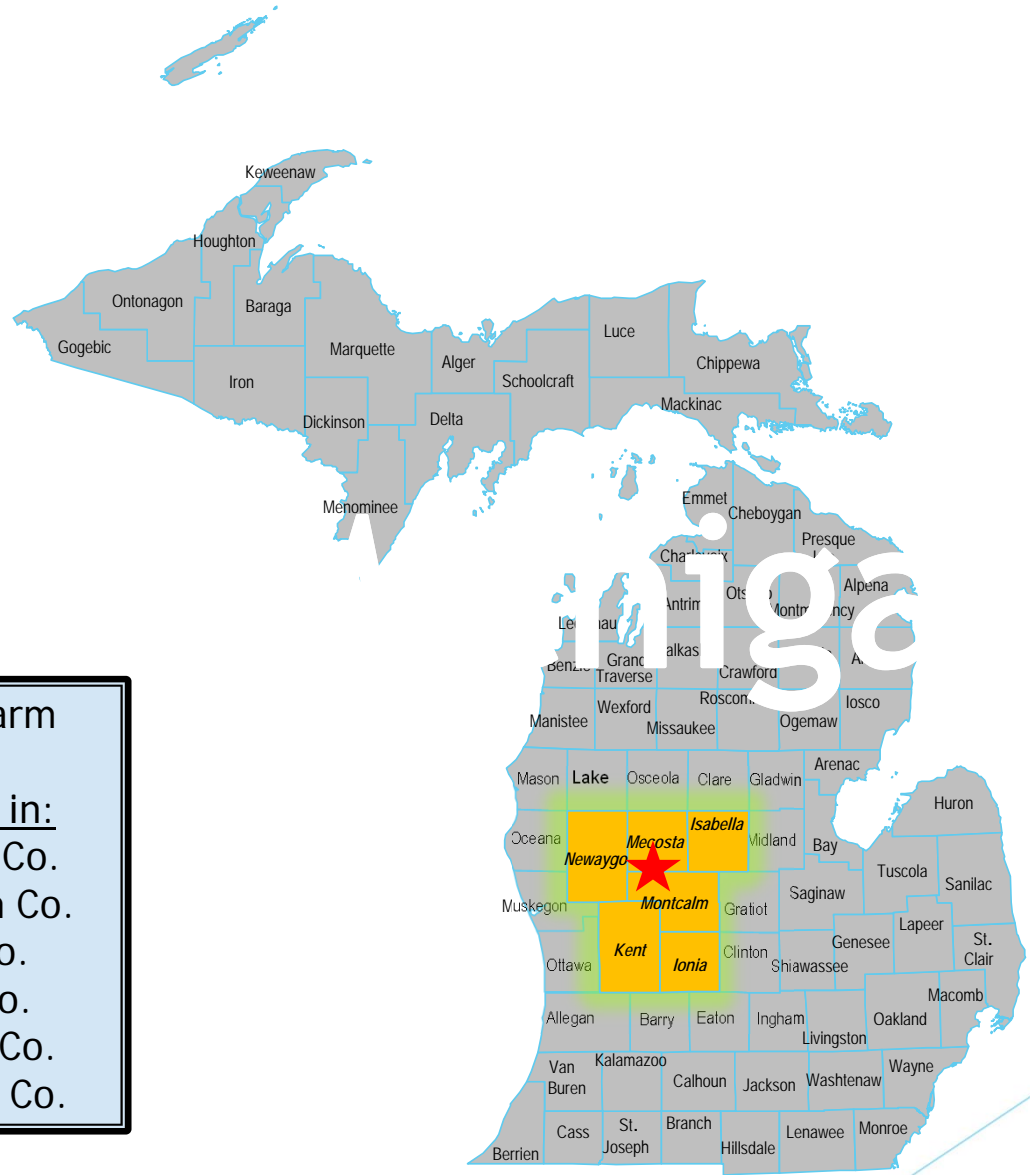
NORTH  
CAROLINA



- 4,000 Acres
- 30 Employees
- 1,100 Semi Loads Shipped

ILLINOIS





★ Home Farm

Farming in:  
 Mecosta Co.  
 Montcalm Co.  
 Kent Co.  
 Ionia Co.  
 Isabella Co.  
 Newaygo Co.

# POTATO PLANTING

3,700 acres Michigan

1,400 acres North Carolina

1,700 acres Illinois

6,800 ACRES TOTAL







*Sackett Potatoes puts a lot of importance in having modern potato harvesting equipment, to efficiently harvest a quality crop.*



*Each harvest system is capable of harvesting 40-50 acres per day.*

*We are using 3 separate harvest systems, 2 of which harvest 16 rows at a time with the 3rd harvesting 12 rows.*





## IRRIGATION

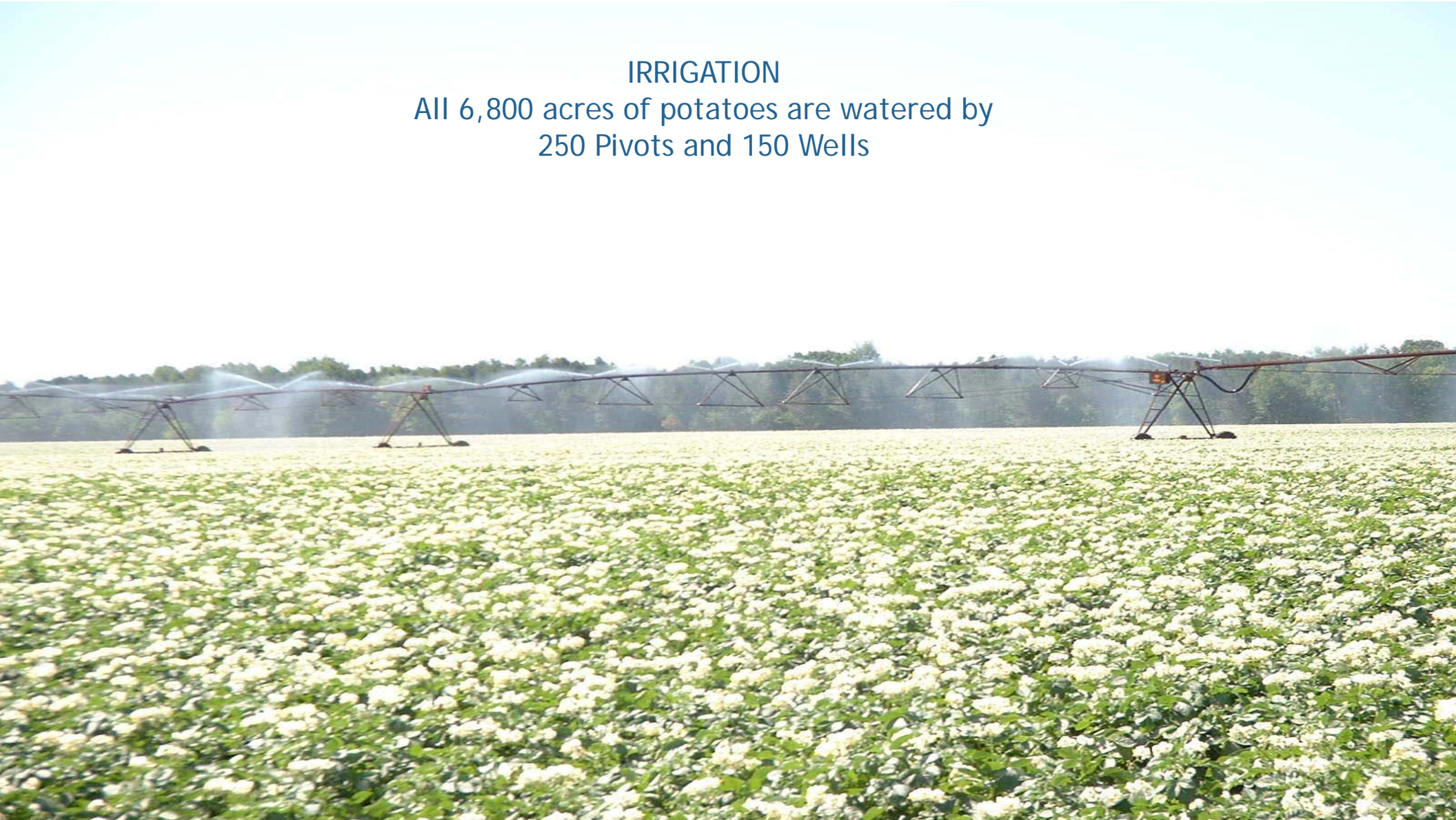
All 6,800 acres of potatoes are watered by  
250 Pivots and 150 Wells





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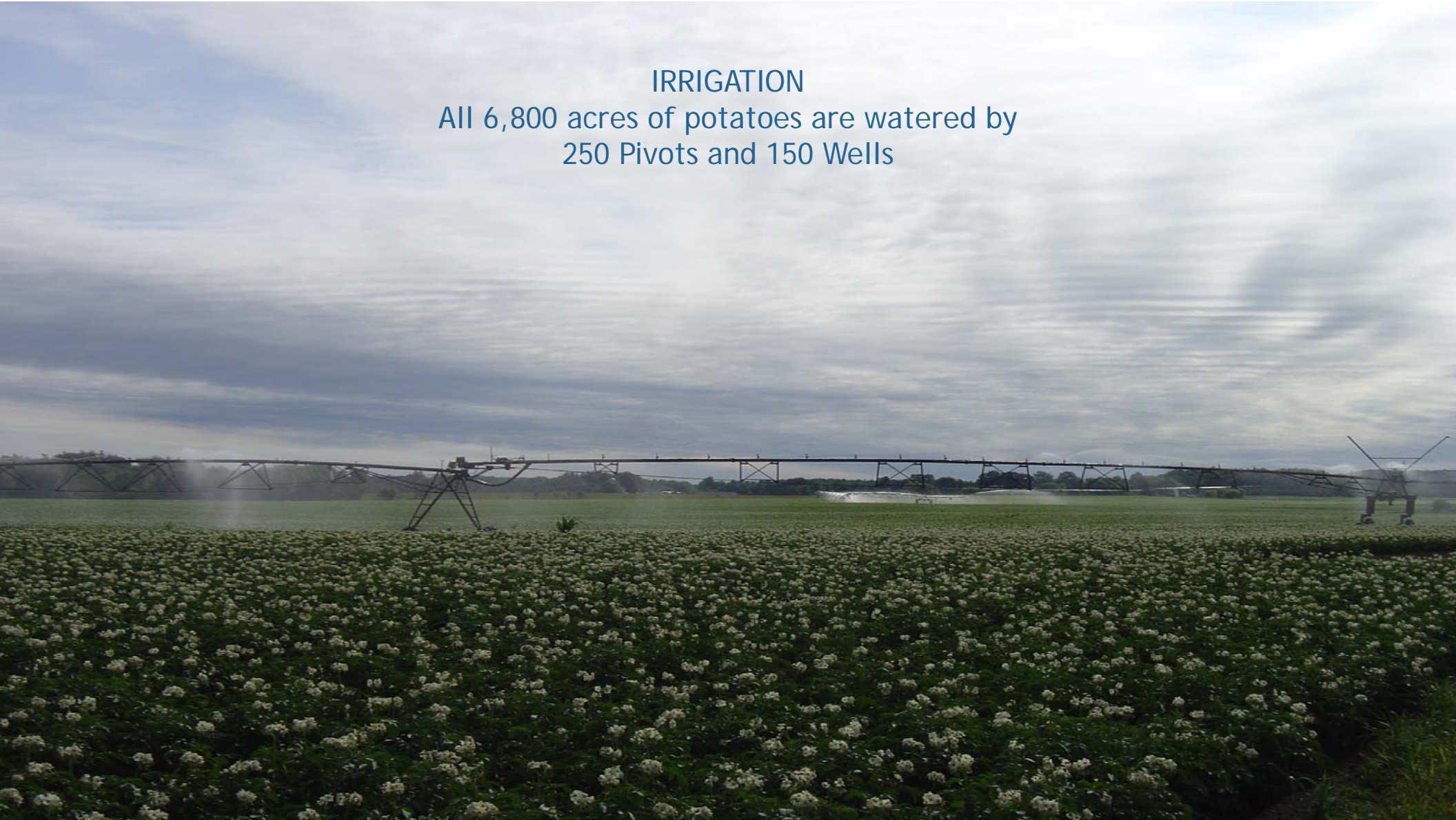
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*Our potato storage capacity is 135,000,000 lbs*



*We are able to ship potatoes year round*







*1,200 acres of seed corn is grown for Pioneer Hi Bred  
4,600 acres of field corn is marketed to local dairy farmers and elevators for feed  
2,100 acres of soybeans is marketed to Cargill*



# OUR CUSTOMERS







taste the  
**LOCAL**  
difference®

michigan



# Supply Chain Development









# B2B & Direct Market Support









# Market Studies, Data and Analysis







FARM TO FREEZER CARRROT MEDLEY 2 LB \$4.29

FARM TO FREEZER BROCCOLI 2 LB \$4.29



FARM TO FREEZER ROMANESCO 1 LB \$5.99

FARM TO FREEZER FROZEN BLUEBERRY 5 LB \$7.29

FARM TO FREEZER PEACH SLICES 5 LB \$8.99

